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Request for Continued Examination

OCT 17 2006

Atty. Docket No. 696.002

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : Srinivasan et al.
Serial No. : 09/804,735 Examiner : J. Janvier
Filed : March 13, 2001 Group Art Unit : 3622
For : DETERMINING THE EFFECTIVENESS OF INTERNET
ADVERTISING

HON. COMMISSIONER OF PATENTS
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This is a Request for Continued Examination (RCE) in the above-identified application.

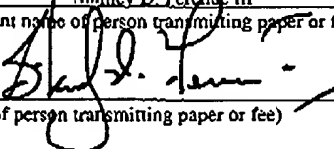
1. Extension of Time

- ☐ No extension of time is needed.
- ☒ Applicant requests an extension of time to respond to the outstanding Office Action. A Petition for an extension of time is enclosed.
- ☒ In the event that an extension of time is required, this conditional petition is being made to provide for the possibility that applicant has inadvertently overlooked the need for a petition and fee for extension of time.

CERTIFICATE OF TRANSMITTAL

I hereby certify that this correspondence (along with any referred to as being attached or enclosed) are being transmitted by facsimile on (571) 273-8300 to the Commissioner for Patents on October 17, 2006.

Stanley D. Ference III
(Type or print name of person transmitting paper or fee)


(Signature of person transmitting paper or fee)

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2. **Submission Required Under 37 CFR 1.114**

- ☐ Previously submitted
☐ Please enter the amendment(s)/reply under 37 CFR 1.116 previously filed on _____.
☐ Consider the arguments in the Appeal Brief or Reply Brief previously filed on _____.
☐ Other _____.

- ☒ Enclosed
☒ Amendment/Reply
☐ Affidavit(s)/Declaration(s)
☐ Information Disclosure Statement (IDS)
☐ Other _____.

3. **Miscellaneous**

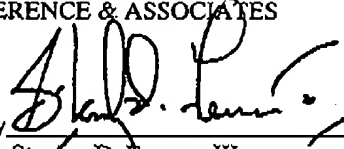
- ☐ Suspension of action on the above-identified application is requested under 37 CFR 1.103(c) for a period of ____ months.
☐ Other _____.

4. **Fees**

- ☐ Applicant encloses herewith a check for \$____ to cover the RCE fee.
☒ Submitted herewith is a completed Credit Card Payment Form. The Commissioner is hereby authorized to charge the \$395.00 RCE fee required under 37 CFR 1.17(e) to filing fee to the credit card identified in the Credit Card Payment Form.
☒ The Commissioner is hereby authorized to charge payment of any additional filing fees associated with this communication or credit any overpayment to the credit card identified in the Credit Card Payment Form submitted herewith.

Respectfully submitted,

FERENCE & ASSOCIATES

By 
Stanley D. Ference III
Reg. No. 33,879Dated: October 17, 2006

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